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## President's Column

### AAA President's Report

by Karen W. King (University of Georgia)

Hope all of you have wound down from the spring semester. Seems like the end of the academic year is always a bit of a whirling dervish.

#### Updates

There were some changes this year that you may have noted. Although we tried all sorts of legal bribery tactics and inducements, our wonderful Pat Rose is in her last year serving as the AAA Executive Director. For the past year, she has been working with our new director, Ginger Philips of Arden Solutions, to help ease the transition. Thank you to both of them for all they did to make the Dallas conference a success. We also had a transition to Proposal Space for the paper review process. There were some glitches, but the folks at Arden solutions are working hard to iron them out. Another change for this conference was the move of the Keynote address to a position just preceding lunch. This move was well received by the membership, so we will try to follow this model in the future.

The Executive Committee approved a proposal to create and share webinars and promotional videos on the AAA website. The Communication Committee and the Membership Committee will coordinate these efforts. Look for them to start later this year.

#### Dallas

This year, the 61<sup>st</sup> American Academy of Advertising Conference in Dallas was a big success. There were 239 attendees from 16 countries and 32 states. A total of 94 Competitive Papers were presented and there were 8 Special Topics Sessions. Once again, it was great to see strong participation by graduate students. Thank you for encouraging your graduate students to participate. It is always fun to see how quickly they are welcomed into the fold by our AAA membership.

#### Beijing

There is still time to register for the 2019 Global Conference, "Smart Communication for a Digital World," at Peking University in Beijing July 11-15<sup>th</sup>. You won't want to miss this opportunity to get a look at the fastest growing advertising market in the world. There will be 13 research presentation sessions and 7 special topics sessions which should make for a lively conference. Detailed information about the conference are on the [AAA website](#).



Karen W. King

Continued on page 9...

# Research Feature

## Consumer Responses to Online Reviews

by Patrick De Pelsmacker (University of Antwerp, Belgium)

Online product reviews have been shown to play an influential role in consumers' buying decision making process. In what follows, I briefly summarize the research we have done on consumers' responses to online reviews.



Patrick De Pelsmacker

Due to the abundance of information available, consumers rarely focus on all accessible information when evaluating online reviews. Lopes et al. (2019) assess the relative importance of the argument strength, argument sidedness, writing quality, number of arguments, rated review usefulness, star rating and number of reviews in determining perceived review usefulness and credibility. They show that argument strength (a central cue) and writing quality (a peripheral cue) have the strongest effect on perceived credibility and usefulness, while star rating and the number of reviews (peripheral cues) are the least important. Argument strength is more important for people who are more highly involved with the product, while writing quality and rated review usefulness are more important for the low involvement group. In a similar study, De Pelsmacker et al. (2018a) show that, in the presence of positively or negatively valenced review content, peripheral cues such as star rating or rated usefulness do not influence review impression and word-of-mouth intention of the review reader. Moreover, the influence of review text valence on evaluative responses is stronger for more highly involved people and for people who are more susceptible to interpersonal influence.

In their meta-analysis, Purnawirawan et al. (2015) show that review valence (the degree of positivity or negativity in a review [set]) has a marked effect on perceived usefulness of the reviews and on the attitude towards the reviewed

product. Primarily negative review sets that include some positive reviews have the strongest effect on perceived usefulness, while primarily positive review sets that include few negative reviews are most successful in influencing attitudes. Additionally, review valence has a stronger influence on perceived usefulness when the reviews refer to experience (rather than search) products, and to familiar (rather than unfamiliar) brands.

This valence effect is moderated by the order in which the reviews are presented in the set. Purnawirawan et al. (2012a) found that when the balance of a set of reviews is clearly positive or negative, wrapping negative reviews in positive ones or vice versa significantly increases the perceived usefulness of the reviews. Further, only when reviews are perceived as relatively useful, recall of positive and negative review information affects attitude and intention formation through the impression it creates about the object. A follow up study (Purnawirawan et al., 2012b) shows that, in a positive and negative review set balance, consumers rely on the majority's opinion in shaping impression. In a neutral balance, where no dominant opinion is available, sequence effects influence recall and impression, again confirming the wrap effect: starting and concluding (wrapping) a set with positive (negative) reviews, biases recall and impression toward the positive (negative) direction. Additionally, wrapping is capable of generating an equally positive (negative) impression as positively (negatively) balanced sets. Also, Kolomiets et al. (2016) found that a positively wrapped review set leads to a higher purchase and recommendation intention than a non-wrapped review set with a positive first review. Conversely, a negatively wrapped review set leads to lower intentions than a non-wrapped review set with a negative first review. In case of a negative wrap, this relationship is mediated by the perceived usefulness of the reviews such that a negative wrap increases the perceived usefulness of the review set which, in turn, affects intentions.

Continued on page 10...

### Patrick De Pelsmacker Bio

Patrick De Pelsmacker is professor of marketing at the Faculty of Business and Economics at the University of Antwerp (Belgium), part-time professor of marketing at Ghent University (Belgium), and visiting professor at the Institute of Business studies (Moscow, Russia). He teaches courses on research methodology and marketing communications. His research interests are advertising effectiveness, online consumer behavior, advertising on social media, sustainable marketing, ethical consumer behavior, adoption of innovations, and social marketing.

# Teaching Feature

## WARNING-The Content of This Teaching Feature May Cause Temporary Discomfort: A Perceived Token's Perspective

by Sydney Dillard (DePaul University)

In the academy, we spend a substantial amount of time using academic speech with elaborate words that explore our ontological, epistemic, or dichotomous approaches in the expression of our ideas. For this piece, I plan to do nothing of the sort. I will simply speak frankly, offering food for thought.



Sydney Dillard

What I hope to serve is a tantalizing taste of reality from a perspective that is uniquely my own. Just as we all have preferences in food that are shaped by our experiences, upbringings, and cultural norms, this bite may leave you feeling refreshed and ready for more. Nonetheless, for others it may leave a bad taste in their mouths. Whether your response is one in agreement or opposition to what is to follow, what is most important to remember is that this teaching feature hopes to serve as a conversation starter.

Whenever offered an opportunity to speak openly, I always find it invaluable to review the historical landscape of the subject at hand before providing directions for moving ahead. I often encourage this same approach to many of my students in addition to the development of their account planning skills, leading up to the creative brief. So now that I've got your attention, let's first look at the results of my quasi-historical thematic analysis of previous Teaching Feature topics provided by AAA's newsletter. In doing this, I thought it would not only be useful for readers, but also for future contributors.

AAA's quarterly newsletter dates back to 1988 (at least that is when it became available online) and surprisingly, there were no teaching feature sections at this time. In fact, for most of the first 2 decades of its inception, a majority of the newsletter's content were ads, job posts, and announcements about AAA upcoming events. As we moved through some of the most ground breaking changes in human communication, there was a shift...

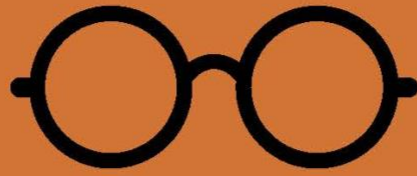
The first teaching feature to appear in AAA's newsletter started in 2010 and has continued pretty regularly. While this section has developed over the last 9 years, there have been some common streams of thought that have thematically directed the ways we have engaged with recommendations for teaching advertising industry standards. From my unscientifically supported review, I have found the most common themes to be: technology; interdisciplinary teaching; learning tools and strategies; and international experiences and perspectives. There were a few outliers as well such as advising students, building community through experiences, and increasing diversity through women as guest speakers. Overall the direction has been insightful to say the least.

So, many of you may be asking yourself, what is this token, I mean Sydney Dillard of DePaul University trying to say. What is she really trying to articulate with this rant about history and how does this relate to teaching? Well, it is my belief that only through history can learn to be more creative in advertising and see where changes have happened in order to prepare for the changes that are to come. From my analysis of each issue of previous newsletters, I was surprised (yet not surprised) to see that I may have been the first African American woman featured in the teaching feature section.

[Continued on page 10...](#)

### Sydney Dillard Bio:

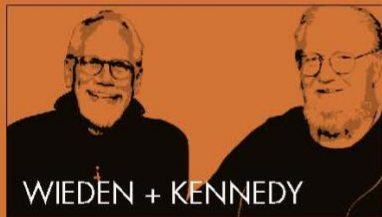
Sydney Dillard, Ph.D. is an Assistant Professor of Public Relations and Advertising at DePaul University in Chicago, IL. Her areas of expertise focus on visual communication, health campaign development, and sustainable university-community partnerships for social change. Her teaching experience spans advertising courses including *Intro to Advertising*, *Graphic Design*, *Advertising and Health Campaigns*, and *Communication Ethics and Law*, among others. Her scholarly work explores the relationship between power, privilege, and choice in both advertising and health communication sectors. Dr. Dillard is currently overseeing the development of DePaul University's ME Lab (Media Engagement), Continuing Professional Education Certificate in Creative Advertising, and BRAND Summer Program (Building Resources for Advertising Needs and Diversity). She also services as an executive board member as the PF&R chair in the Advertising Division and Grant Program chair in the Minorities and Communication Division for AEJMC. Outside of the academy she loves dancing, cooking, and of course, Netflix and chilling.



stan  
**TALKS**  
Lessons from Luminaries

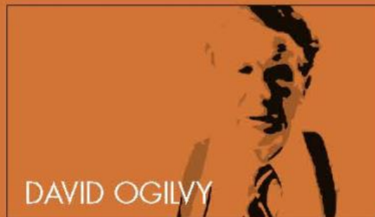
## Ready to inspire the next generation?

With nearly thirty topics and growing, Stan Talks is an online video library dedicated to sharing experiences and lessons from some of the biggest and brightest names in the industry. Students and faculty across the country can explore videos with topics ranging from “Big Ideas” to “Pursuing a Career” to “Making the Work Better.”



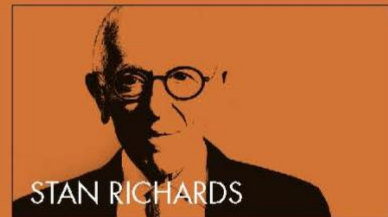
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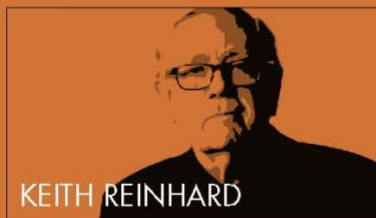
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# Special Topic

## First Impressions from New AAA Family Members!

At the 2019 Annual Conference in Dallas, AAA had about 44 new family members attend. As a tradition, AAA members welcomed them at the first-timer's breakfast, mentoring program, research sessions, luncheons, etc. Here, some of them share their first impressions of the conference. We are very pleased to have new attendees and we look forward to seeing them next year! – Editor –

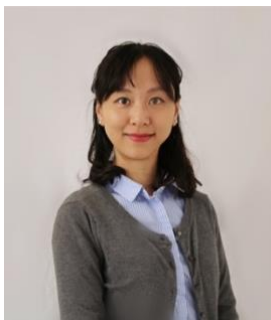


It was my first time in the USA and in the AAA conference. As a European doctoral student in marketing, it was challenging for me to attend the conference with so many high-level academics in advertising and this makes me proud. Also, meeting

friendly people, discussing with great researchers and presenting my conference paper was really exciting for me. Indeed, I was really impressed by how people introduced me to the others and how friendly the members were with the first time attendees. I've learned a lot, I keep a pleasant memory and I would surely come back. -Jean Pffelfmann (Doctoral student, University of Lyon, France)-

At my first AAA conference, I had a chance to meet a lot of people in the field – professors, doctoral students and advertising/marketing professionals. The presentations were all very inspiring, providing interdisciplinary perspectives. I had a good time exchanging ideas and receiving insightful advice on my career planning. I especially appreciate the mentor program which connected me with Dr. Shelly Rodgers. We had such in-depth interactions that I didn't expect from a packed conference schedule. My plan for next year: keep working and come back again!

-Xiaowen Xu (Doctoral Candidate, University of Connecticut)-



It was a great experience for me to meet my advertising colleagues, and learn what they are doing, it really inspired me. Everything was so well organized, the paper presentations, lunches, events and the fun trip to Billy Bobs's. It was fun 24/7!

-Ximena Ferro (Head of the School of Advertising, Universidad San Francisco de Quito)-



This was not only my first AAA, but my first academic conference ever. Although I was nervous to attend, I quickly became more comfortable each day. I really enjoyed meeting people who were interested in the same topics as me and getting to hear about their research experiences. A couple of my conference highlights included: being assigned Dr. Thorson as my mentor, seeing the city of Dallas, and presenting for the first time in front of my parents and fiancé who made the long trip from North Dakota to support me. My first conference was a great experience, and I am already looking forward to next year. I can truly say that I left Dallas feeling very motivated and inspired because of AAA!

-Emily Gibbens (Master's Student, University North Dakota)-

The AAA's conference offered an extremely welcoming environment to share my research with some of the most notable scholars, and industry professionals, in the field of advertising. I enjoyed getting feedback on my research, networking and connecting with amazing minds, and chowing down on some delicious Texas BBQ! Can't wait to attend next year as a faculty member!

-Summer Shelton (Doctoral Candidate, University of Florida)-



I had an enjoyable experience at AAA 2019! I was able to meet and talk with scholars whose research ideas were so inspiring. I attended the First-Timers' and Mentors' Breakfast Meeting and got several very helpful pieces of advice from my mentor and other attendees.

The atmosphere at AAA was so welcoming and involving. I'm really looking forward to the conference next year!

-Shuoya Sun (Doctoral Student, University of Georgia)-

# 2019 AAA Annual Conference

## AAA Dallas Round-Up – Notes from Our 2019 Annual Conference

by Eric Haley (University of Tennessee, Knoxville)

Where could you find over 100 presentations, a fun mix of great scholars and teachers from over 16 countries, and line dancing to boot? Yee Haw, all that, and more, was at our 2019 annual conference in Dallas, TX, this past March. If you were among the lucky ones to be there, thank you for your attendance and contributions. If you missed it, here are some of the highlights:



Eric Haley

The keynote speaker this year was Christina Beaumier, VP Product and TV Platform for Xandr, AT&T's advertising and analytics company. Christina worked for GroupM and Google before joining Xandr in 2017. Xandr is working to create



efficiencies between AT&T's data and delivery. AT&T, a top 10 national advertiser, is headquartered in Dallas. Christine shared original research insights about

consumer attention to advertising content.

### Awards

This year, the AAA was honored to acknowledge the outstanding work and promise of many members. Among the awards given each year are certain honors that represent AAA's highest honors. These awards are not given annually, rather, only for truly outstanding nominees who exemplify the award criteria. Please congratulate the following outstanding AAAs members:

- Kim Rotzoll Award for Advertising Ethics and Social Responsibility: Kim Sheehan (University of Oregon)
- Distinguished Service Award: Nancy Mitchell (University of Nebraska)



Kim Sheehan (University of Oregon) receiving the Kim Rotzoll Award for Advertising Ethics and Social Responsibility.

- Ivan L. Preston Outstanding Contribution to Research Award: Patrick De Pelsmacker (University of Antwerp, Belgium)
- Mary Alice Shaver Promising Professor Award: Eunjin "Anna" Kim (University of Southern California)
- Billy I. Ross Advertising Education Award: Jef I. Richards (Michigan State University)

### Best Conference Papers

Each year the AAAs is proud to award one faculty and one student paper with the designation of "Best Paper." We are also very fortunate to have these awards sponsored by SMU's Temerlin Advertising Institute.



Jennifer Ball (Temple University) receiving the AAA Best Faculty Conference Paper Award.

This year's best faculty conference paper went to Dr. Jennifer Ball from Temple University for her paper, "The Role of Emotional and Functional Benefits in Direct-to-Consumer Prescription Drug Advertising."

The best student paper award went to Chen Chen, graduate student, University of Illinois, for her work "Narrative Message and Virtual Reality: The Impact of Telepresence and Transportation on Consumer Learning in the Real Estate Industry."

### Journal Awards

The annual conference provides us the chance to recognize outstanding contributions to our AAAs research journals. This year, the outstanding article in *Journal of Advertising* went to, Meng-Hsien (Jenny) Lin, Samantha N.N. Cross, Russell N. Lacznik, and Terry L. Childers for their article, "The Sniffing Effect: Olfactory Sensitivity and Olfactory Imagery in Advertising." The best article for *Journal of Current Issues and Research in Advertising* was awarded to Kathryn Ponders, Seungae Lee & Marla Royne for their work, "The Effectiveness of Guilt and Shame Ad Appeals in Social Marketing: The Role of Regulatory Focus." Ginger Rosenkrans & Keli Myers won best article in *Journal of Interactive Advertising* for their study, "Optimizing Location-Based Mobile Advertising Using Predictive Analytics."

AAA could not publish our journals without the help of many terrific volunteer reviewers. This year, the reviewer awards went to: Lars Bergkvist and Sara Rosengren (*Journal of Advertising*), Craig Andrews (*Journal of Current Issues and Research in Advertising*) and Hey Jin Yoon (*Journal of Interactive Advertising*). We also acknowledged two students as "Best Student Reviewer Trainees." These were Becca Jones and Julie Verstraeten.

### Student Travel Grants for the 2019 Conference



Graduate students receiving travel grants awarded by Karen W. King.

Each year, the AAA is happy to assist students with travel expenses via our Student Travel Grants Program. This year, the following students were selected to receive the AAA 2019 student conference travel grants: Shuoya Sun (University of Georgia), DongJae Lim (University of Georgia), Taeyeon Kim (University of Georgia), Sujin Kim (University of Texas at Austin), Rose Needle (University of South Carolina), Summer Shelton (University of Florida), Rang Want (University of Florida), and Katy Tian (University of Illinois at Urbana-Champaign).

### AAA Research Fellowship Awards and Doctoral Dissertation Competition

The AAA gives financial support to proposed faculty research projects and doctoral student dissertations. The winners of this


year's faculty AAA Research Fellowship Awards are: Ying Huang (University of West Florida); Mark Yi-Cheon Yim (University of Massachusetts Lowell), Juwon Jang (Texas A&M University) and Seung (Seung-Chul) Yoo (Ewha Womans University, South Korea); Claire M. Segijn (University of Minnesota) and Hilde A. M. Voorveld (University of Amsterdam); Chang-Dae Ham (University of Illinois at Urbana-Champaign) and Sela Sar (University of Illinois at Urbana-Champaign); Chen Lou (Nanyang Technological University, Singapore); and Sara Champlin (University of North Texas)

Winners of the 2019 AAA Doctoral Dissertation Proposal Competition are: Summer Shelton (University of Florida), Taeyeon Kim (University of Georgia), Regina Ahn (University of Illinois at Urbana-Champaign), and Tae Rang Choi (University of Texas at Austin)



Boot Scootin at Billy Bob's.

Fun: In addition to great minds, our members have great feet and lots of country rhythm. Check out the photos from our night at Billy Bob's, the world's largest honky-tonk. And who says professors aren't fun!

Future: Get ready for San Diego! Our 2020 conference will be in the warmth of southern California, next March. Start planning your papers and presentations now. 



Nancy Mitchell (University of Nebraska) receiving the Distinguished Service Award.



Patrick De Pelsmacker (University of Antwerp, Belgium) receiving the Ivan Preston Outstanding Contribution to Research Award.



2019-2020 Officers (left to right): Karen W. King, President; Eric Haley, President-Elect; Steve Edwards, Treasurer; Laura Bright, Secretary; Sela Sar, Vice President; Tom Reichert - Immediate Past President (Standing).



Pat Rose and Karen W. King.



Eunjin "Anna" Kim (University of Southern California) receiving the Mary Alice Shaver Promising Professor Award.



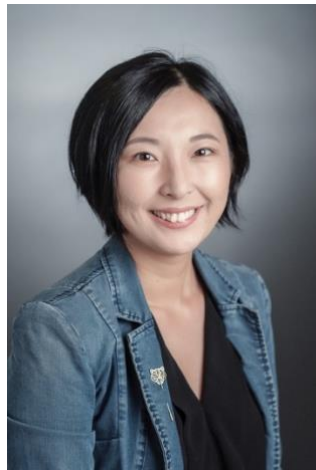
Jef Richards (Michigan State University) receiving the Billy I. Ross Advertising Education Award.



Bull Taming at Billy Bob's.

# Graduate Student Spotlight

**Weilu Zhang** (University of Missouri)




**Weilu Zhang**

Actually, I am writing this article during my first-time attending a AAA conference. My mentor Dr. Kevin Wise gave me a lot of great suggestions. And one that impressed me very much is to find something that you are intrinsically motivated to do, because that motivation could make your life much easier. I could not agree more. And since one of the three main psychological goals that could make a behavior intrinsic is relatedness. In this sense, AAA is playing a great part in moving my goal of being an academic toward the intrinsic end.

It's fantastic to see so many brilliant brains gathering in the same room and meet up with the professors who I have just read in the journal papers in person. Here, I could get a sense of belonging and relate myself to a more significant group. On the one hand, this is a really informative conference for me. Everyone here are advertising experts and share similar research interests and academic language with each other. Thus, the researches in each session as well as the suggestions and comments from the audiences are insightful and inspired me a lot. Even someone just seeking help to look for a charger could turn out to be Dr. Sydney Dillard and have an amazing talk about advertising research with me on the bus. The communication between participants is smooth and stimulating.

On the other hand, this conference is more like a family gathering than a formal meeting. AAA is extremely friendly to our first-time graduate student. Everyone is so kind, friendly, and willing to help. I see the spirit in this community. I am thoroughly enjoying being a part of it and hoping I could be more involved in this organization. And one day, as Dr. Ron Faber said to me, I could also be capable enough to provide

the same amount of help for others as I get today from the professors.

I started to see the attractiveness of doing research and make sense of our everyday life when I was a master's student. But it was more like a personal interest for me, and I was almost alone on this route. My life was significantly changed after I got into the Ph.D. program at the University of Missouri and started my adventure in the academic world with Dr. Shelly Rodgers. It is an enjoyable studying experience to work with someone so smart, precise, and organized. Now, I feel like there is a group of people that are making use of their own passions and working hard to make the field better and contribute to the accumulation of knowledge. I appreciate all the opportunities I have gotten, being in a good program and learning from the best. And I will do my best to seize those opportunities to make myself more competent to gain achievements in what I am passionate. I can see myself enjoying the incredible journey in front of me. 

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Jameson Hayes (Chair), University of Alabama

## **Have Items for the Newsletter?**

- Job announcements
- Call for papers
- Announcements about awards
- Photos for the Photo Gallery
- Names of graduate students to be featured

Send your news items to the Editor, Joonghwa Lee, by **July 15**, at [joonghwa.lee@und.edu](mailto:joonghwa.lee@und.edu)

### **Weilu Zhang Bio:**

Weilu Zhang is a doctoral student of strategic communication in the Missouri School of Journalism, University of Missouri. Her research interest is concerned about advertising, new technology, and health communication. Specifically, she focuses on investigating (1) how to apply new technology to promote public health, including message design and persuasion outcomes, and (2) the benefits and drawbacks of applying new technology (e.g., artificial intelligence) in digital advertising. Drawing primarily on persuasion and psychological processing theories under various health-related context, her research utilizes methods mainly from quantitative traditions.



I have long wondered what role advertising can play to help nonprofits succeed in today's challenging environment where government funding is shrinking and competition is stiff. What can advertising do to convince the public that a promoted social cause is valid, urgent, and serious enough to merit support? More importantly, what do we know about how advertising can be leveraged as a tool for the public good?




**Ji Mi Hong**

Advertising and marketing communication literature is rich in research and theorizations about how best to promote for-profit products and services, but it offers little guidance to the nonprofit sector on strategies that will help a nonprofit produce prosocial benefits and promote individuals' voluntary acts of doing good. One of the most challenging aspects of a nonprofit's attempt to engage the public is that many individuals are faced with a social dilemma called "social fence," when the short-term aversive consequences of an act can keep an individual from performing this act, even though doing so would entail long-term benefits for the collective. Since donating to or sponsoring any social cause has characteristics similar to those of a social fence, an individual's short-term rational choice is to do nothing—keep their money for themselves rather than donating it to a nonprofit organization. And this is precisely where advertising can have a dramatic impact: by creating messages that influence the cost-benefit trade-off perceptions of potential donors, helping them acknowledge a significant gap between the beneficiary's current and ideal states of well-being or between what is and what should be.

Another window of opportunity where advertising can effectively support the mission of nonprofits relates to the nonprofit's role as intermediary. Nonprofits promise to act on behalf of donors by reliably delivering help to needy recipients. Skillful presentation of a nonprofit's image may provide cues as to how well it performs this function. World

Wildlife Fund (WWF) is a good example of how advertising can be used very effectively as a strategic tool to build a strong brand identity, tightly aligning the institution with its core mission internally and inspiring its audience to support and evangelize externally on the institution's behalf.

I believe the nonprofit sector should welcome advertising's enormous potential to help change public perceptions and behaviors, spark national conversations, and accelerate social movements. Howard Gossage once noted that advertising is "much too powerful a tool to use solely for commercial purposes." Likewise, I sincerely believe that advertising should play an important role in promoting the public good. As a graduate student in the advertising discipline, I have devoted my research efforts to gaining an in-depth understanding of how best to do so: by examining the persuasive effects of verbal message and visual framing, and by seeking greater insight into the role of self-conscious emotions engendered by ad appeals in guiding an individual's prosocial behavior. In turn, I hope my work will further theoretical development in this area and provide practical guidelines. 

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**Continued from page 1 by Karen W. King.**

Special thanks to Jisu Huh who is working with Peking University and the Chinese Advertising Association to organize the conference with the help of Hairong Li. Jisu reports that "For the last day of the conference, two exceptional off-site social events are planned for conference attendees: (1) Visit to selected tech companies around the Beijing area (e.g., Weibo, Baidu, MI, ByteDance) in the morning and (2) Tour of the Summer Palace in the afternoon. We have also prepared an optional full-day tour of the area right after the conference, which includes visit to Mutianyu Great Wall (with round way cable car), The Forbidden City, Tiananmen Square, and popular local restaurants. This optional tour requires separate preregistration."

To make sure that you will have a hotel registration, you will need to register for the conference by **June 30<sup>th</sup>**. You will find all of the registration information on the [Global Conference website](#). If you have further questions contact: [support@aaasite.org](mailto:support@aaasite.org).


**Ji Mi Hong Bio:**

Ji Mi Hong is a doctoral candidate in the Stan Richards School of Advertising & Public Relations, Moody College of Communication, the University of Texas at Austin. Her research interests center on how strategic communication encourages individuals' prosocial behaviors in the philanthropy and sustainability context with a focus on consumer psychology, message/visual framing, and emotional appeals.

## San Diego

Did I hear you say BEACH? Don't forget to mark your calendar for the 2020 AAA Conference in sunny San Diego March 26-29, 2020. Information on submitting papers and special topics proposals will be out soon.

## Closing Thought

Thank you for your participation in the American Academy of Advertising. Whether you serve on an AAA committee, attend the conferences or submit and review for AAA journals, the Executive Committee appreciates your support and participation. 

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### Continued from page 2 by Patrick De Pelsmacker.

In case of a positive wrap, the positive relationship between wrap and intentions is direct and not mediated by perceived usefulness.

Not only the valence of online reviews has an impact on consumers' responses. De Pelsmacker et al. (2018b) found that review valence determines hotel profitability, while review volume drives room occupancy. Also the source and the coherence of the review are important. Purnawirawan et al. (2014) found a strong presence of a consensus heuristic: a positive review set balance generates a significantly better review impression and purchase intention than a negative balance. However, there is a double discounting phenomenon: a review is more likely to be discounted when it comes from an expert rather than an ordinary consumer, and/or when the content of the review is not coherent with the rest of the reviews in the set.

How should (service) companies respond to reviews? In a study about the response of prospective consumers to restaurant reviews and managerial responses to these reviews, Dens et al. (2015) found that the more negative the review set balance, the more effort is required from the service provider to create positive attitudes and encourage behavioral intention. When there is only a minority who is dissatisfied with the service provider, no response is necessary. When there are equal amounts of people who are satisfied and dissatisfied with the service provider, apologizing and promising that the problem will not happen again is most effective. This effect is mediated by readers' perceived trust in the managerial response. However, in case of a dissatisfied majority, apologizing, promising and offering a compensation is most effective to stimulate positive responses from readers.

## References

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### Continued from page 3 by Sydney Dillard.

It is 2019, is it not? (pause for gasp).

How does that make you feel? For me, it wasn't that shocking. Why? Because if you've worked in the advertising field in any capacity both academically and within the industry, you'd probably be privy to the disconnect that shows a disparate divide in diversity, specifically in relation to African American and Latina/o creatives. This, my good friends, is where I shall insert my commentary, providing an appetizer for a much larger feast that certainly cannot be consumed in one seating.

The term “diversity” tends to be synonymous with “inclusion” or often used in tandem with discussions about race, ethnicity, gender, and dis/ability. Instructors often approach diversity as a numbers game that requires particular attention to the amount of voices in a conversation that range the gamut of experiences. However, too few discussions about diversity choose to delve deeper into larger systemic and cultural structures that perpetuate these norms. On the contrary, efforts tackling issues of inclusion in advertising education focused only on increasing the number of diverse voices actually can lead to greater disparities for those from historically marginalized groups. For the truth is this approach alone has been proven ineffective and there are many additional reasons for expanding efforts and addressing diversity. Perhaps one the best reasons is to prepare all our students for the future.

After spending a substantial amount of time collecting information on the needs of ad industry leading creatives, I can confidently affirm that industry professionals are finding it more difficult to justify assertions and recommendations to clients when on the surface it seems that an overwhelming majority of those with voices seem to look and think similarly. If we are truly looking to develop creatives with diverse backgrounds, I implore us all to reflect on not only the numbers but also the backgrounds of ourselves and those that we choose to interact with and expose our students to. If we are truly interested in being market responsive and preparing our students to be market ready, we all as instructors need to take a long hard look at the cultural norms that allow it to be the year 2019 for AAA’s first African American woman teaching feature contributor.

Besides increasing the number of diverse voices allowed to speak, I leave with you practical considerations (objectives, strategies, and tactics) for infusing diversity imperatives in your teaching both in and outside of the classroom. The following methods can profoundly impact the teaching environment of our future ad industry professionals:


#### Expanding diversity in the classroom

- Develop a heightened sensitivity to cultural and historical norms
  - Read works from those that do not look like you
  - Read works from those who do look like you, but don’t necessarily carry the same ideologies
- Seek out experiences for students that diversify those considered advertising professionals
  - Engage with small boutique agencies
  - Work with non-profit and government organizations in addition to finding larger brands

- Include content experts from historically underrepresented groups in your course readings
  - Take the same list from bullet point one above and make it a required reading
- Build a welcoming learning environment that consciously acknowledges the marginalization of those from diverse backgrounds, especially within the advertising industry
  - Expose under-represented students to opportunities that are specifically in place to combat historical trends and high attrition rates such as:
    - BRAND at DePaul University – Building Resources for Advertising Needs and Diversity Summer Program
    - MAIP at American Association of Advertising Agencies – Multicultural Advertising Intern Program
    - MADE at Advertising Education Program – Marketing and Advertising Education internship
    - Cannes Can: Diversity Collective

#### Expanding diversity out of classroom

- Provide long term support for students from disenfranchised and historically under-represented groups
  - Include industry guest speakers with backgrounds that show pathways to success
  - Encourage those from these groups to pursue graduate education school
- Develop standing service committees tasked with efforts for prioritizing diversity as opposed to temporary taskforces
- Partner with industry organizations such as AEF (Advertising Education Foundation) that have pledged long-term commitments to address these disparities

Before I close, I would like reassure you all that this not a ploy to cause shame nor to insight any feelings of uncomfortableness among my colleagues. What it is, however, it is a jolt of reality. Our students constantly receive jolts throughout their careers. The jolt of having to pitch for the first time, the jolt of the first interview, the jolt of standing by their creative choice even if it is them standing alone...the jolt of learning from an African American Professor of advertising for the first time. Shock and awe people. 

#### **Have Items for the Newsletter?**

- Job announcements
- Call for papers
- Announcements about awards
- Photos for the Photo Gallery
- Names of graduate students to be featured

Send your news items to the Editor, Joonghwa Lee, by **July 15**, at [joonghwa.lee@und.edu](mailto:joonghwa.lee@und.edu)

# AAA Notes

## Awards and Honors



Shelly Rodgers

Dr. Shelly Rodgers, Professor of Strategic Communication at the Missouri School of Journalism, has been selected by the Provost as MU's recipient of [the 2019 SEC Faculty Achievement Award](#), which recognizes excellence in teaching, research, and service.



Soojung Kim

Dr. Soojung Kim has been selected as the 2019 recipient of the Itterman Faculty Professional Development Award from the College of Arts and Sciences at the University of North Dakota. The Itterman Faculty Professional Development Award (\$1,500) is given annually to one faculty member within the College in recognition of their exemplary teaching while maintaining excellence in research and service. The Awardee was selected from the competitive pool of nominees by the College's Executive Council.

University of Tennessee advertising professors Eric Haley and Robyn Blakeman's article, "Teaching Design In Advertising: Lessons From A Portfolio School," has been selected by the editorial review board as the best article of 2018 in the *Journal of Advertising Education*. The award will be presented at the upcoming AEJMC conference in Toronto, August, 2019.

## Job Changes, New Hires, and P&T



Yung Kyun Choi

Dr. Yung Kyun Choi, Professor in the Department of Advertising and PR at Dongguk University in Korea, was elected as the 25th president of Korean Advertising Society (KAS) beginning April 2020 through April 2021. He has received Ph.D. from Michigan State University. He is a regular participant of AAA conference and

plans to facilitate academic exchanges between KAS and AAA.

Dr. Regina Ahn will start as a tenure-track assistant professor in the Department of Strategic Communication at the University of Miami School of Communication in fall 2019.

## Book Releases



The 7<sup>th</sup> edition of [The Media Handbook](#) (Routledge/Taylor & Francis), by Helen Katz, is available. The latest edition of this best-selling guide to advertising media planning, buying, and research, has been updated to include an expanded look across all digital media, including programmatic buying and over-the-top TV.

## Other News

Harvard Business School Professor Stephen A Greyser, past president of the Academy and Academy Fellow, taught the fall of 2017 at Boston University's College of Communication as Visiting Distinguished Professor. His graduate level course was titled "Branding, Communications, and Reputation: Some Lessons from Practice." Greyser says "I've been a short-term visitor at several universities, but never for an entire semester. Fortunately for me, BU is an even shorter commute from my home than is HBS!"

## AAA Communication Channels

### Facebook:

[www.facebook.com/AmericanAcademyOfAdvertising](http://www.facebook.com/AmericanAcademyOfAdvertising)



### Twitter: @AdScholar



# **Announcements** (Call for Papers)

## ***Journal of Interactive Advertising*** **Special Issue on Interactive Advertising and Digital Communications in Fashion**

### **Guest Editors**

Shu-Chuan (Kelly) Chu, *DePaul University, USA*  
Yoo-Kyoung Seock, *University of Georgia, USA*

**Full Paper Submission Deadline: September 9, 2019**

The Journal of Interactive Advertising (JIAD), owned and published by the American Academy of Advertising, is a refereed publication designed to promote our understanding of interactive advertising, marketing, and communication in a networked world. The Journal will publish a special issue on “Interactive Advertising and Digital Communications in Fashion” with papers presented in “Interactive Advertising and Digital Communications in Fashion” track at the 2019 Global Fashion Marketing Conference at Paris (<http://gammaconference.org/2019/>).

This special issue examines the intersection of interactive advertising and fashion consumer behavior. Over the past several years, interactive advertising has provided new opportunities for fashion brands and products to connect with their target customers more personally and innovatively. For example, Chanel and Burberry have been recognized as the most influential luxury brands on social through its digital strategies. Meanwhile, Instagram has become the most influential source for fashion insight and the top social media site for fashion brand followers.

As interactive technologies continue to evolve, newer platforms such as artificial intelligence (AI), augmented reality (AR), virtual reality (VR), and voice/image recognition technology have vastly changed fashion consumer behavior. It is undoubtedly that research related to interactive advertising and fashion consumer behavior is needed given the growth of young fashion consumers along with new trends in interactive media.

The landscape of interactive advertising has been changed over the past decade. Today, interactive advertising encompasses a variety of forms such as search, email, display, mobile, digital video, audio, programmatic, social, advergaming, interactive billboard, and behavioral advertising (Interactive Advertising Bureau, <https://www.iab.com/>). With the advent of new technologies, interactive advertising presents tremendous opportunities for consumer to consumer and consumer to brand exchanges through “communication, interaction, control, change, and creation via computer-mediated experiences” (Daugherty *et al.* 2017). How do fashion marketers use interactive advertising to connect with their consumers? How has interactive advertising changed and impacted fashion consumer behavior? This special issue seeks to answer these questions with academic research on interactive advertising and consumer behavior toward fashion.

Potential topics may include, but are not limited to the following:

- Interactive advertising effectiveness related to fashion brands
- Internet advertising and fashion consumer behavior
- Social media and fashion/luxury brands (e.g., Facebook, Twitter, Instagram, Snapchat, WeChat, Weibo, Pinterest)
- Fashion influencers, bloggers, and vloggers
- Personalization and customization in fashion advertising strategy
- Relationship marketing and fashion consumers
- Electronic word-of-mouth (eWOM) and fashion marketing
- Online product reviews and user-generated content (UGC)
- Online community for fashion consumers
- Native advertising in the fashion industry
- Consumer engagement for fashion brands in interactive environments
- Fashion brand management through interactive advertising
- Big data and fashion consumer behavior

- Ethical, societal, diversity and policy considerations related to fashion interactive advertising
- Corporate social responsibility and sustainability via interactive advertising for fashion brands
- Media technologies (e.g., AR, VR) and fashion brand experience
- Artificial Intelligence (AI) in fashion (e.g., Stitch Fix, online styling subscription service)
- Local and location-based fashion interactive advertising
- Cultural and global perspective of interactive advertising and fashion

### Extended Abstract Submission to GFMC JIAD Track

- Deadline: January 15, 2019 (Check GFMC website for any updates)
- Submission must be done by emailing to [jiadspecialissue@gmail.com](mailto:jiadspecialissue@gmail.com). Email subject should be: "GFMC Extended Abstract for JIAD track, *Author Name*." Authors will receive an automatic receipt acknowledgement.
- Authors should express their intentions to publish their papers in this JIAD special issue when submitting their Extended Abstract to the track chairs.
- Authors must follow the submission guidelines of GFMC: <http://gammaconference.org/2019/>

### Full Paper Submission

- Deadline: September 9 (Monday), 2019
- Manuscripts must be electronically submitted through <https://mc.manuscriptcentral.com/ujia>.
- Authors should select "SPECIAL ISSUE: Interactive Advertising and Digital Communications in Fashion" as manuscript type. Please also note in the cover letter that it is for the special issue.
- All papers should be formatted according to the JIAD Submission Guidelines: (<https://www.tandfonline.com/loi/ujia20>)
- For papers initially submitted to the 2019 GFMC, those selected by the special issue co-editors will be invited for submitting full papers to this special issue. Authors of those papers will be notified of submission to the JIAD shortly following the conference.
- Papers presented at the GFMC JIAD track and invited by the co-editors will receive priority consideration for publication in the special issue.
- All submissions are subject to the formal double-blind review process of the JIAD.

### Special Issue Editors:

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### References

Daugherty, T., Djuric, V., Li, H. & Leckenby, J. (2017) Establishing a Paradigm: A Systematic Analysis of Interactive Advertising Research, *Journal of Interactive Advertising*, 17:1, 65-78. ~~AA~~

# **Announcements** (Call for Papers)

## ***European Journal of Marketing*** **Special Issue on The Janus Face of Customer Service**

### **Guest Editors**

Philip J. Kitchen, *University of Salford, UK*  
Charles (Ray) Taylor, *Villanova University*

**Submission Deadline: July 1, 2019**

The main focus of the issue is on the fact that in spite of there being high recognition within organizations as to the importance of marketing, customer service often lags behind the lofty goals suggested by the marketing concept. Weak customer service is manifest in many ways – difficulties in consumers being able to contact organisations save by labyrinthine methods, a disinterest and disinclination by businesses to treat consumers with respect, products that do not deliver proclaimed benefits, services that do not match expectations, and products that while they satisfy needs also damage consumers and the environment.

There are now many consumer watchdog programs that all too often reveal the inability of companies (often large branded, self-proclaimed consumer oriented businesses) who only respond to complaints when under the all-seeing eye of media exposure. And, in the international/global arena, globalisation and the activities of multinationals support the nagging doubt that service for customers are noticeable more in the breach than in the observance.

So, there is something of a conundrum. There is no doubt of the success of marketing. It is a powerful and dynamic force. Yet, it does have weaknesses and problems associated with the lack of customer services or support, despite online and offline rhetoric to the contrary. Customer services seem to worsen across the Western world, with many companies using websites, telecommunication systems and email to - in effect - almost hide behind an electronic firewall which insulates the company to avoid human contact with customers and to a significant degree, disables consumers from needed interaction with businesses they have done business with. We believe that this disconnect between marketing philosophy and the customer service practices of many companies warrants academic discussion that is designed to inform and influence managerial practice. To that end, we need the contribution of outstanding academics to explore this issue holistically.

This special issue aims at opening the debate on the meaningfulness of, and challenges pertaining to customer service in the context of marketing.

We will welcome in this issue open-minded, provocative, multi-disciplinary and eclectic perspectives that would assist in unraveling and understanding customer services.

We welcome papers with original ideas and advanced thinking concerning the subject. All papers will be subject to a double-blind peer review process. They should offer innovative insights based on rigorous and thoughtful conceptualization, literature review, empirical evidence and/or case studies. Below are a list of potential areas of contribution, but these are not necessarily prescriptive


- Typology of harmful customer service practices
- Assessment of negative impact of specific customer practices on ROI
- Assessment of negative impact of specific customer service practices on ROI
- Exploration of the issue of “high priority” vs. “low priority” customers and whether there should be a basic level of service that can be expected.
- Short-term vs. long-term trade-offs in profitability as a result of poor customer services
- Recommendations for consumers for addressing customer service issues
- Recommendations for best practices that can be implement without incurring excessive costs
- Assessment of company goals (e.g., average revenue per customer) and their impact on customer service level.

- Evolution of customer service, current relevance, status and application
- Connections between customer service, marketing and communications in increasingly interconnected and interactive marketplaces/spaces.
- The impact of customer services (positive and negative) on branding
- Customer service and social media

Informal enquiries are welcome to Phil or Ray at: [P.J.Kitchen@Salford.ac.uk](mailto:P.J.Kitchen@Salford.ac.uk) or [charles.r.taylor@villanova.edu](mailto:charles.r.taylor@villanova.edu)

### **Submission information**

Prior to submission please visit the author guidelines on the journal home page at [www.emeraldinsight.com/ejm.htm](http://www.emeraldinsight.com/ejm.htm) From the author guidelines you will find an option to submit to the journal through the Scholar 1 submission system. Please ensure you select this special issue from the drop down menu provided during the submission procedure. The guidelines indicate the required length of manuscripts and the format in which they should be submitted. These are the standard requirements for the journal.

The deadline for paper submission is July 1<sup>st</sup> 2019. Accepted papers will be published in early 2020. 



# **Announcements** (Call for Papers)

## ***Journal of Broadcasting & Electronic Media*** **Special Issue on Uses and Effects of Smart Media: How AI Impacts User Experience**

**Special Issue Editor**  
S. Shyam Sundar, *Pennsylvania State University*

**Submission Deadline: November 15, 2019**

The increasing integration of artificial intelligence (AI) into digital media technologies has provided additional affordances and altered the nature of user experience, providing new audience engagement and gratification opportunities that meet human needs for information, communication and entertainment in a variety of innovative ways.

These AI-driven smart media have helped usher in a new media environment where social bots are used to spread false information, a 360-degree view provides a panoramic look of a natural disaster event – and augmented reality is used to aid strategic communication objectives – including both commercial and prosocial campaigns. Likewise, from personalized movie offerings on Amazon and Netflix to digital virtual assistants such as Siri and Alexa, a number of new AI-based tools, mobile apps and devices have changed the nature of our media consumption and habits.

To date, the social and psychological effects of these developments have yet to be fully understood. Therefore, we have dedicated a special issue of the journal to probe into cognitive, affective and behavioral aspects of user engagement with AI-enabled media technologies.

For this special issue, we invite submissions that empirically investigate the uses and effects of AI-based media from communication, psychology, marketing, computer science, information science, and other fields. Interdisciplinary research is particularly welcome.

**For questions, please contact:**

**Special Issue Editor: S. Shyam Sundar ([sss12@psu.edu](mailto:sss12@psu.edu)), Pennsylvania State University**

To submit a manuscript to this special issue call, please visit: <https://www.tandfonline.com/toc/hbem20/current>. 

# **Announcements (Global and Multicultural Committee)**


## **Global and Multicultural Research and Teaching Resources Available for Free**

The AAA has a committee designated to global and multicultural advertising. The Global and Multicultural Committee is composed of a passionate group of scholars dedicated to fostering research, teaching, and industry exchange about global and multicultural advertising. As a committee, we seek to develop and maintain relationships with scholars, educators and practitioners from around the world, gather relevant resources that will support scholars', educators', and practitioners' work, and serve as a welcoming hub for discussion about issues concerning global and multicultural advertising.

The past year, we have been working to create some great **resources for research and teaching** (case studies) related to global and multicultural advertising and they are **open access** and **FREE** to use!  
This year we will continue to build these resources.

You can find them (and more information about this committee) on [our website](#).

Please let us know if you have any specific questions or needs related to global and multicultural advertising by sending an email to the chair of the committee (Claire Segijn; [Segijn@umn.edu](mailto:Segijn@umn.edu)).

Perhaps we can answer your question in the next newsletter! 

## **Announcements** (ANA Educational Foundation)



THE ANA  
EDUCATIONAL  
FOUNDATION

### **New - Original Qualitative Research Study**

In 2017, the study “**Bridging the Talent Disconnect: Charting Pathways to Future Growth**” identified significant structural disconnects between academia and industry. The follow-up 2019 qualitative study “**Bridging the Diversity Disconnect: Charting More Inclusive Pathways to Growth**” uncovered the same structural disconnects when analyzing this issue through a diversity lens, specifically racial diversity.



What the study uncovered was a fundamental disconnect between the resources being invested in diversity initiatives and the lack of belonging which diverse students and new hires felt in their respective environments.

Instead the focus must now shift to how we can be more inclusive as an industry, both to attract and retain outstanding diverse talent. Greater inclusivity is the key to improving diversity, and it has been demonstrated more diverse teams drive business growth. Inclusivity also signals to our next generation of talent that their voices truly matter, that they belong in the marketing and advertising industry, and that their talent is sorely needed.

Learn more at [aef.com/diversity-disconnect/](https://aef.com/diversity-disconnect/)

#LearnWithAEF 


# Announcements (Conference)



ProfCon 2019

June 19 – 21, 2019

Have you ever been to Yellowstone?

One of our sponsors, Stukent.com, is putting on a professor conference in Yellowstone National Park this Summer, June 19 – 21, 2019. Stukent is a digital courseware provider focused on improved education through up-to-date textbooks, real-world simulations and other instructional resources to help educators help students help the world. If Yellowstone is on your bucket list, we thought you might want to check it out. Get details at [ProfCon19.com](http://ProfCon19.com). 

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# **Announcements** (Job)



**Amsterdam School of Communication Research**  
**Ph.D. Candidate Persuasive Visual Communication in Social Media & Automated Analyses**

**Faculty of Social and Behavioural Sciences**

Ph.D. Candidate Persuasive Visual Communication in Social Media & Automated Analyses

<b>Publication date</b>	21 May 2019
<b>Closing date</b>	20 June 2019
<b>Educational level</b>	University degree 38 hours per week
<b>Salary</b>	€2.325 to €2.972 gross per month
<b>Vacancy number</b>	19-319

**Are you exceptionally interested in computational communication methods, visual communication and social media research? Do you like to understand how communication of peers influences others?** We are seeking a Ph.D. Candidate who is interested in quantitative research into the persuasive effects of visual social media posts on other consumers, and who likes to bridge research insights developed in data science machine vision and communication science.

Social media applications that allow snapping, editing and sharing of photos have become tremendously popular. The adoption of these apps put an emphasis on visual brand communication. In these apps consumers share content about (their favourite) brands, by posting a “brand-selfie” in which the brand is shown as either a product or a logo. One out of three Internet users post negative or positive brand-related content, with the intent to connect with or persuade others.

The current project focuses both on the characteristics and the persuasive impact of visual content. With regard to visual content, previous research mainly focused on ‘what’ is pictured, irrespective of how it is pictured and with what intent. The current project focuses on both objective characteristics (e.g., brand logo) and perceptual characteristics (e.g., persuasive intent, product benefits). For the examination of content a combination of automatic and manual content analyses will be conducted. The impact of objective and perceptual content characteristics will be examined across different types of photo-sharing apps and different types of brands, with an emphasis on consumer responses that are relevant in the context of social media. Hypotheses with regard the impact of consumer-generated visual content will be tested in experimental designs.

This project is executed in partnership with [SWOCC](#) and the Research Priority Area Communication and its Digital Communication Methods Lab.

## **What will you be doing?**

- Collect visual social media posts, including meta-data using state-of-the-art methods (conducting most of the process in Python or R);
- analyse visual social media posts, including (textual) meta-data using state-of-the-art methods (e.g., machine vision);
- conduct experimental studies with social media users examining the impact of visual social media posts;
- write publications on newly collected datasets and present these on conferences;
- organize knowledge dissemination & impact activities with stakeholders and practitioners.

## What do we require of you?

Candidates for this position should have an academic degree in communication science, or a related field such as marketing, information science, social psychology or consumer behavior. A Research Master's degree is a plus.

In addition, you:

- are interested in research on visual communication;
- are interested in computational communication methods;
- have knowledge (or are willing to learn) about machine vision algorithms and machine vision APIs;
- excel academically, as shown in the grade transcripts and curriculum vitae;
- have elaborate experience with quantitative research methods, especially (manual and automated) content analysis, and experimental research, as indicated in their Master thesis and/or courses taken;
- **have an excellent written and spoken command of English;**
- are familiar with computer programming and programming languages, such as Python or R;
- are familiar with mining social media;
- wish to pursue an academic career;
- have the ability (or are willing to learn) to collect and analyze large scale data sets;
- are interested in disseminating academic knowledge, engaging in discussions and impact activities with societal stakeholders and practitioners.

## What can we offer you?

A challenging work environment with a variety of duties and ample scope for individual initiative and development within an inspiring organisation. The social and behavioural sciences play a leading role in addressing the major societal challenges faced by the world, the Netherlands and Amsterdam, now and in the future.

To work at the University of Amsterdam is to work in a discerning, independent, creative, innovative and international climate characterised by an open atmosphere and a genuine engagement with the city of Amsterdam and society.

## Further Information

Do you have any questions, or do you require additional information?

A detailed project description may be obtained from:

- [ASCoR Secretariat](#)

Questions about the project content should be addressed to:

- [Guda van Noort](#) or [Theo Araujo](#)

Questions about the application procedure and other general questions should be addressed to:

- [Ms. Kathleen Hair](#) at the AsCoR Secretariat

You may find the following websites useful:

- [University of Amsterdam](#)
- [ASCoR, the Amsterdam School of Communication Research](#)
- [SWOCC](#)  
[Digital Communication Methods lab](#)

Would you like to learn more about working at the Faculty of Social and Behavioural Sciences (FMG)? Visit our [website](#).

## Appointment

The position concerns a temporary appointment of 38 hours per week for a maximum term of three years [from 15 September 2019 to 15 November 2022]. The initial appointment is for one year. Following a positive assessment and barring altered circumstances, this term will be extended by a maximum of 24 months, which should result in the conferral of a doctorate. In close consultation with the supervisors, you will build a curriculum, which will also include the opportunity to attend training courses and both national and international events.

Your salary will be €2.325 gross per month in the first year and will increase to €2.972 in the final year, based on full-time employment and in keeping with the [Collective Labour Agreement of Dutch Universities](#). We additionally offer an extensive package of secondary benefits, including 8% holiday allowance and a year-end bonus of 8.3%.

## Job application

*The UvA is an equal-opportunity employer. We prioritise diversity and are committed to creating an inclusive environment for everyone. We value a spirit of enquiry and perseverance, provide the space to keep asking questions, and promote a culture of curiosity and creativity.*

Does this profile sound like you? If so, we are eager to receive:

- an [ASCoR Application form](#);
- your CV and cover letter;
- proof of your University degree;
- an academic writing sample in English (e.g., journal article, Master's thesis);
- the names and contact addresses of two academic references from which information about the candidate can be obtained.

The deadline for applications is **Friday 20 June**. Interviews will take place on **Thursday 4 July 2019**. If you are invited for an interview, we will ask you to write a 1-2 page research proposal to present at the job interview.

You can apply online by clicking on the link below. #LI-DNP

*No agencies please.*

[Apply Now](#) 

## **Announcements** (Job)



**Queensland University of Technology, Australia  
Business School**

### **Assistant Professor/Lecturer in Advertising**

The QUT Business School seeks an Assistant Professor/Lecturer in Advertising to contribute to the research, teaching and engagement activities within the School of Advertising, marketing and Public Relations. The advertising team aspires to be at the leading edge of advertising research and teaching, with a particular focus on digital advertising.

The successful applicant will hold a doctoral qualification or equivalent professional experience in a relevant business disciplines and have a strong track record of research in advertising, with the potential to develop research programs that attract external funding.

To support our reputation for producing highly employable graduates and to continue our legacy as one of the first advertising programs in Australia, we seek a candidate with a strong commitment to innovative and effective teaching in advertising, digital strategy and/or creative strategy.

Please go to [the website](#) for further information about this position. ~~AA~~



# **Newsletter Advertising Policy**

The AAA Newsletter carries an advertising fee for placement of ads in the Newsletter by commercial entities (e.g., publishers, etc.). The fee will range from \$50 (up to 1/2 page) to \$100 (from 1/2 page to a full page) depending on size.

As a service to AAA members, the Newsletter will continue to post job listings free of charge as well as other types of announcements such as calls for papers, academic or advertising conferences, etc. A list of organizations for which we post conference information follows: This list includes:

- ACCI – American Council on Consumer Interests
- ACR – Association for Consumer Research
- Ad Division, AEJMC (Association for Education in Journalism and Mass Communication)
- AEF – ANA Educational Foundation
- AEJ – Association of European Journalists
- AMS – Academy of Marketing Science
- AMA – American Marketing Association
- AMA SIGS – Relevant Special Interest Groups (SIGS): Advertising, Consumer Behavior, Marketing Research, Marketing and Public Policy
- APA – (Division 23 – Consumer Psychology - see SCP below);
- APA – (Division 46 - Media Psychology)
- Amer. Agri. Econ. Assoc
- EAA – European Advertising Academy
- ICA – International Communication Association
- IJA – International Journal of Advertising
- NCA – National Communication Association
- SCP – Society for Consumer Psychology (APA Division 23)
- SMA – Society for Marketing Advances

AAA members may also run a brief (1-sentence) announcement about newly released books in the Announcements section. If members wish to run larger ads or announcements about book releases, a partial or full-page ad may be purchased.

See past issues of the Newsletter for samples on other ads that have run. Contact the Editor of the Newsletter, Joonghwa Lee at [joonghwa.lee@und.edu](mailto:joonghwa.lee@und.edu), for additional questions or comments.

Deadline for submitting ads to the AAA Newsletter

- AAA Newsletter Published on: March 1, June 1, September 1, December 1
- Ad(s) is due by: January 15, April 15, July 15, October 15 